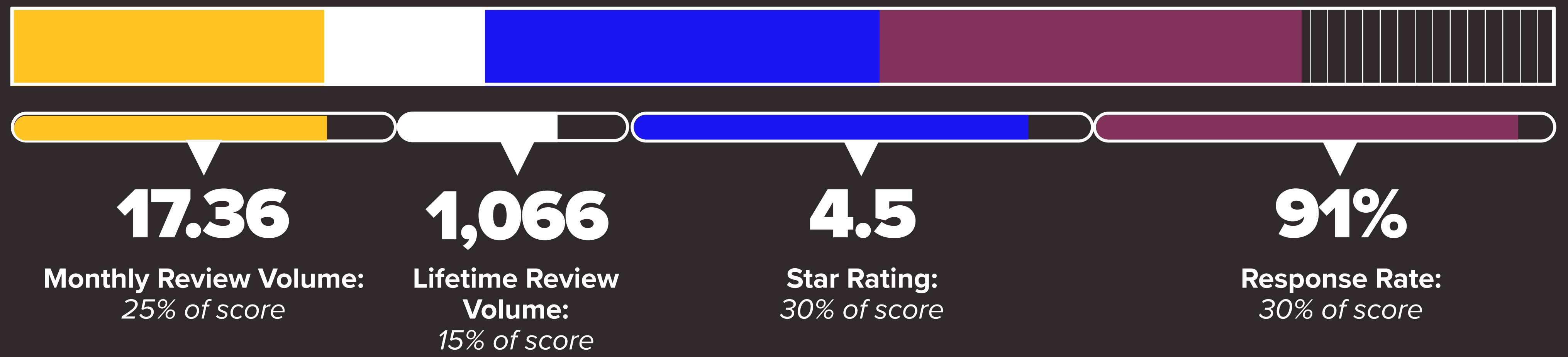


# KIA

RANKED 6<sup>TH</sup> OUT OF 32 OEMS  
RANKED 4<sup>TH</sup> OUT OF 18 NON-LUXURY BRANDS

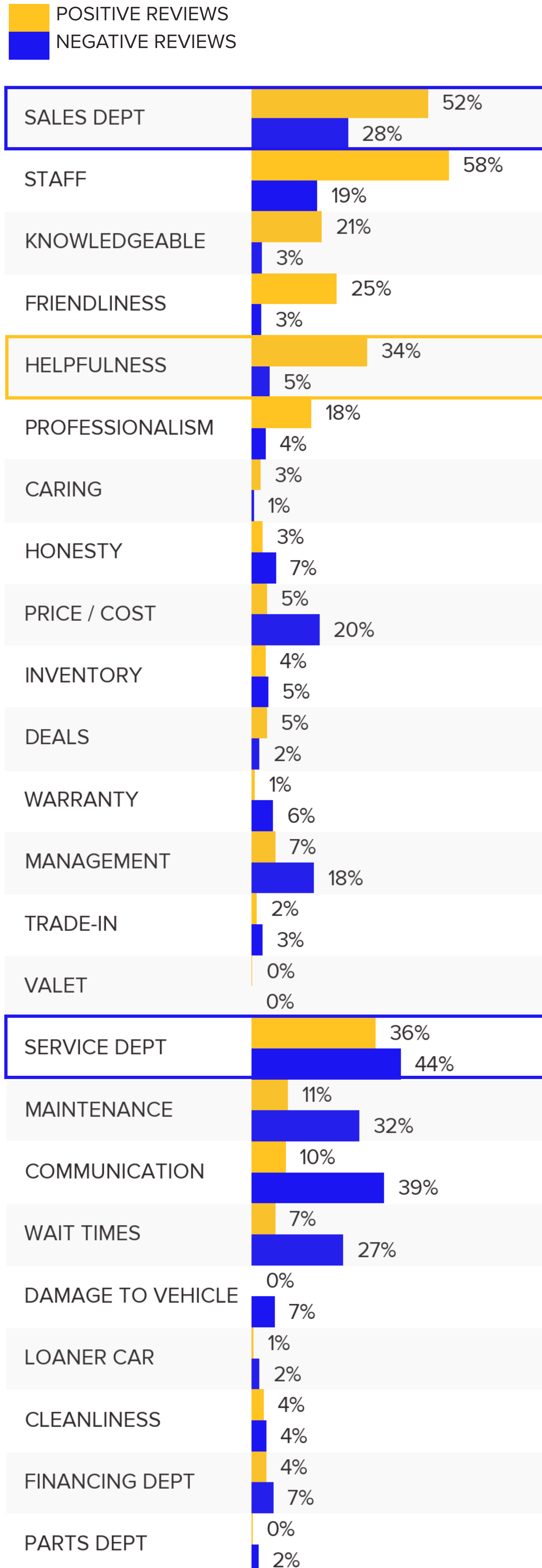
## HEALTH SCORE

83/100



### TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



### STRENGTHS

High average monthly review volume of **17.4 reviews per dealer**

**HELPFULNESS** mentioned in 34.08% of positive reviews, 10.17% over benchmark

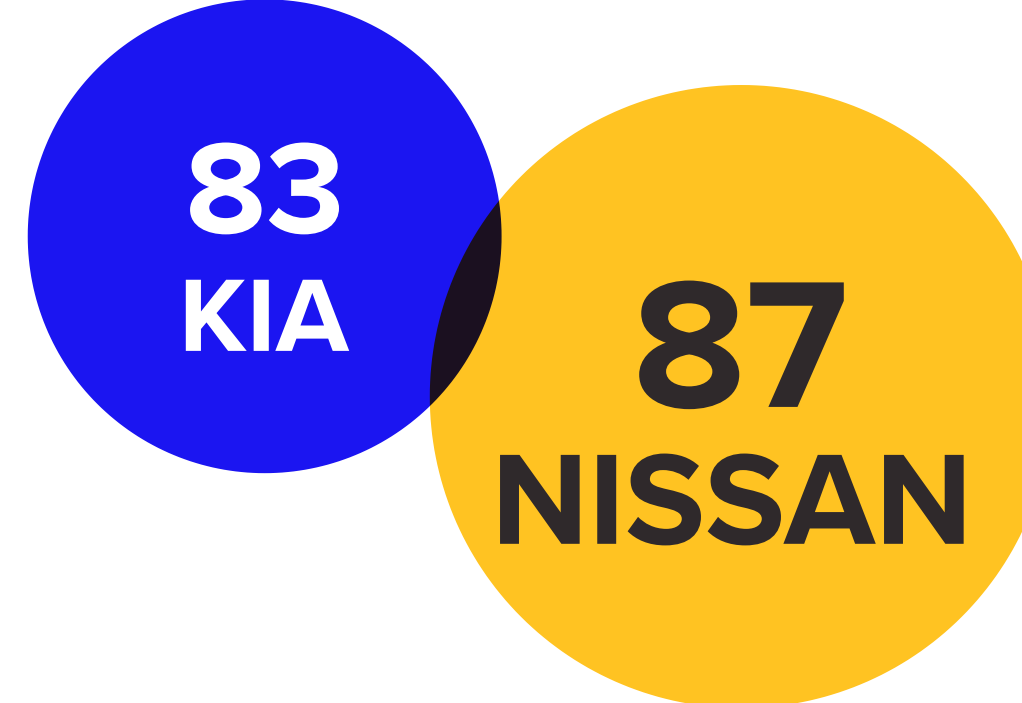
### WEAKNESSES

**SALES DEPT** is mentioned in 29.17% of negative reviews, 19.84% below benchmark

**SERVICE DEPT** is mentioned in 36.16% of positive reviews, 14.05% below benchmark

### RIVALRY

Kia v. Nissan Health Scores



Nissan response rate: **96%**

Kia response rate: **91%**

Nissan monthly review volume: **17.3**

Kia monthly review volume: **17.4**

### MODEL REPUTATIONS

**Kia Sportage**

**4.58** Average Rating

**Rank 15/31** rated model of the top-selling models list

### REGIONAL STANDOUTS

The map below displays average health score by state for this brand

